[illegible] 1998 PROMOTION DELIVERY DATES

3RD QTR '98 PROMOTIONAL CALENDAR

JULY - SEPTEMBER

****REVISED****

SEPTEMBER

***EXCEPTION TO DIRECT ACCOUNT ARRIVAL DATES: McLANE [illegible]*

McLANE [illegible] DIRECT ACCOUNT ARRIVAL DATE: 3 WKS PRIOR TO RETAIL [illegible]

MONTH OF PROMOTION	PROMOTION #	PROMO. TYPE	DESCRIPTION	PARTNERS REPORTING DESCRIPTION (13 SPACES REQUIRED)	ADDITIONAL INFORMATION	TO DIRECT ACCOUNTS (PRODUCT/ PREMIUMS/ SLEEVES)	TO RETAIL [illegible]	NO. OF OFFERS PER DISPLAY	BRAND STYLES (All [illegible] Product [illegible])	PROMOTIONAL DISPLAYS / CASE UPC #12300-
SEPT	[illegible]	[illegible] PACK	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	DORAL [illegible] DORAL [illegible] DORAL [illegible] DORAL [illegible]	[illegible]
	[illegible]	[illegible] SUPERMARKETS	[illegible] SUPERMARKETS	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	800438 (#809)	SALEM TEAR TAPE/VAT	SALEM [illegible] 3RD QUARTER	[illegible]	[illegible] SHIPMENT	8/31/98	[illegible]	40 OFFERS ALLOCATION [illegible] TEMPLATE ENTRIES	SALEM [illegible]	[illegible]
DPC	801675	DPC	SALEM 30¢ OFF/PACK	[illegible]	VPR's (40 PER SHEET) OFF INVOICE PRODUCT FOR PARTICIPATING DIRECT ACCOUNTS FOR LOW VOLUME RETAILERS	8/24/98	[illegible]	40 OFFERS ([illegible])	TBD BY [illegible] MGR	N/A
	801139	DPC	DORAL 30¢ OFF/PACK	[illegible]	VPR's (40 PER SHEET) OFF INVOICE PRODUCT FOR PARTICIPATING DIRECT ACCOUNTS FOR LOW VOLUME RETAILERS	8/24/98	[illegible]	40 OFFERS ([illegible])	TBD BY [illegible] MGR	N/A

ALL PROMOTIONS [illegible]

To: RJR NAMES
From: Campbell, Judy
Edited: [illegible]
Subject: 3RD QUARTER PROMO CALENDAR/SEPT

ALTHOUGH THIS RARELY HAPPENS, THE ATTACHED PROMOTIONAL CALENDAR FOR SEPTEMBER '98 HAS BEEN REVISED. PLEASE REPLACE YOUR SEPTEMBER PAGE WITH THE ATTACHED.

THE ONLY CHANGES ARE AS NOTED:

*INCORRECT PARTNERS REPORTING WAS ENTERED FOR THE 2 DORAL JACKPOT PROMOS (VAPICS AND SUPERMARKET)

*ADDED [illegible] GROUP TO BOTH THESE PROMOS

JUDY

cc McWilliams, Jim

R/Ref